

## ORDER

FIRST COAST NEWS



A GANNETT COMPANY

**Orders**  
**Order / Rev:** 714275  
**Alt Order #:** 06318635  
**Product Desc:** OBAMA SCHEDULE A  
**Estimate:** 1798  
**Flight Dates:** 09/18/12 - 09/24/12  
**Original Date / Rev:** 09/17/12 / 09/17/12  
**Order Type:** Political

WTLV-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** Obama For America  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/17/12	09/23/12	65	\$26,930.00	\$22,890.50
09/24/12	09/30/12	23	\$9,450.00	\$8,032.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	88	\$36,380.00	\$30,923.00	0.00
<b>Totals</b>	<b>88</b>	<b>\$36,380.00</b>	<b>\$30,923.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTLV-TV	28%	\$36,380.00
Market	100%	\$129,928.57

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	16%	\$20,788.57
WCWJ	0%	\$0.00
WJXT	24%	\$31,182.86
WJXX	8%	\$10,394.29
WTEV	24%	\$31,182.86

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	09/18/12	09/24/12	4:30a-5a M-F 4:30-5a	CM	4:30a-5a	MTWTF--	:30	3	\$35.00	P-3	0.00	NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--					3	\$35.00		0.00			
E 2	WTLV	09/18/12	09/24/12	5a-530a 5a-530a	CM	M-F 5a-530a	MTWTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--					3	\$200.00		0.00			
E 3	WTLV	09/18/12	09/24/12	530a-6a 530a-6a	CM	530a-6a	MTWTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--					3	\$200.00		0.00			

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 WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WTLV	09/18/12	09/24/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	MTWTF--	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--					3	\$900.00		0.00			
E 5	WTLV	09/18/12	09/24/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	MTWTF--	:30	3	\$425.00	P-3	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--					3	\$425.00		0.00			
E 6	WTLV	09/18/12	09/24/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	MTWTF--	:30	3	\$375.00	P-3	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--					3	\$375.00		0.00			
E 7	WTLV	09/18/12	09/24/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--					3	\$400.00		0.00			
E 8	WTLV	09/18/12	09/24/12	Today Show II M-F 9-10am	CM	9a-10a	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--					3	\$400.00		0.00			
E 9	WTLV	09/18/12	09/24/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	MTWTF--	:30	3	\$325.00	P-3	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--					3	\$325.00		0.00			
E 10	WTLV	09/18/12	09/24/12	M-F 11a-12p First Coast Living	CM	M-F 11a-12p	MTWTF--	:30	3	\$70.00	P-3	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--					3	\$70.00		0.00			
E 11	WTLV	09/18/12	09/24/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	MTWTF--	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--					3	\$80.00		0.00			
E 12	WTLV	09/18/12	09/24/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	MTWTF--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--					3	\$100.00		0.00			
E 13	WTLV	09/18/12	09/24/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	MTWTF--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--					3	\$125.00		0.00			
E 14	WTLV	09/18/12	09/24/12	M-F 2-3p M-F 2-3pm	CM	M-F 2p-3p	MTWTF--	:30	3	\$50.00	P-3	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--					3	\$50.00		0.00			
E 15	WTLV	09/18/12	09/24/12	M-F 3-4p Katie	CM	M-F 3p-4p	MTWTF--	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--					3	\$110.00		0.00			
E 16	WTLV	09/18/12	09/24/12	M-F 4-5p Ellen	CM	M-F 4p-5p	MTWTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--					3	\$150.00		0.00			
E 17	WTLV	09/18/12	09/24/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MTWTF--	:30	3	\$475.00	P-3	0.00	NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--					3	\$475.00		0.00			
E 18	WTLV	09/18/12	09/24/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	:30	3	\$575.00	P-3	0.00	NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--					3	\$575.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	WTLV	09/18/12	09/24/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	:30	3	\$575.00	P-3	0.00	NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		3			\$575.00			0.00			
E 19	WTLV	09/18/12	09/24/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	MTWTF--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		3			\$1,000.00			0.00			
E 20	WTLV	09/18/12	09/24/12	NBC Nightly News M-F 630-7pm	CM	M-F 630p-7p	MTWTF--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		3			\$600.00			0.00			
E 21	WTLV	09/18/12	09/24/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	MTWTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		3			\$450.00			0.00			
E 22	WTLV	09/18/12	09/24/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	MTWTF--	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		3			\$1,200.00			0.00			
E 23	WTLV	09/18/12	09/24/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	MTWTFSS	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTFSS		3			\$400.00			0.00			
E 24	WTLV	09/18/12	09/24/12	Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		3			\$150.00			0.00			
E 25	WTLV	09/18/12	09/24/12	Late Night Late Night w/Jimmy Fallon	CM	1235a-135a	MTWTF--	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		3			\$80.00			0.00			
E 26	WTLV	09/22/12	09/22/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$180.00	P-3	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1			\$180.00			0.00			
E 27	WTLV	09/22/12	09/22/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1			\$175.00			0.00			
E 28	WTLV	09/22/12	09/22/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p	-----S-	:30	1	\$160.00	P-3	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1			\$160.00			0.00			
E 29	WTLV	09/22/12	09/22/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$315.00	P-3	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1			\$315.00			0.00			
E 30	WTLV	09/22/12	09/22/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$315.00	P-3	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1			\$315.00			0.00			
E 31	WTLV	09/23/12	09/23/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1			\$400.00			0.00			
E 32	WTLV	09/23/12	09/23/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$160.00	P-3	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1			\$160.00			0.00			



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E 32	WTLV	09/23/12	09/23/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$160.00	P-3	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S			1			\$160.00		0.00			
E 33	WTLV	09/23/12	09/23/12	Sun 1130p-12x Sun 1130p-12am	CM	Sun 1130p-12a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S			1			\$150.00		0.00			
E 34	WTLV	09/24/12	09/24/12	Mon Prime Other Mon Prime Special 2+ hour	CM	Various	M-----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----			1			\$1,400.00		0.00			
E 35	WTLV	09/18/12	09/18/12	Tue Prime A Tue Prime A	CM	Tue 8p-9p	-T-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----			1			\$1,500.00		0.00			
E 36	WTLV	09/19/12	09/19/12	Wed Prime C Wed Prime C	CM	Wed 10p-11p	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----			1			\$900.00		0.00			
E 37	WTLV	09/23/12	09/23/12	Football Night in America Football Night In America	CM	Various	-----S	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S			1			\$1,600.00		0.00			
E 38	WTLV	09/23/12	09/23/12	NFL Regular Season Fo NFL Regular Season	CM	NFL Regular Seas (8:30 PM-11:30 PM)	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S			1			\$2,500.00		0.00			
													Totals	88	\$36,380.00